

FIG. 1

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	PERFORMERS 270	VARIOUS ARTISTS	JOE BANKER		VARIOUS ARTISTS
	:				
AUDIO PROGRAM DATABSE -200	PROGRAM TYPE(S) 255	T0P 40	FINANCE; TALK;TRAFFIC		ADULT CONTEMPORARY
	111LE 250	CASEY'S COUNTDOWN	FINANCE UPDATE		GREATEST HITS
	GEOGRAPHIC AREA 248	NYC	PHILADELPHIA		NYC
	STATION <u>245</u>	MPXI	. WNWE		WPJL
	DATE/TIME <u>240</u>	11/18/99 8:00 P.M.	11/18/99 8:30 P.M.	•	11/18/99 9:00 P.M.
•		205~	210~		220~

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CLASS 350	POS				:	POS			
ENVIRONMENTAL OBSERVATIONS 345	LOCATION(S): WESTCHESTER COUNTY	LOCATION CHARACTERISTICS: SUBURBAN; RURAL	WEATHER: CLEAR; SUNNY	MOVEMENT CHARACTERISTICS: 55 MPH	•	LOCATION(S): NEW YORK CITY	LOCATION CHARACTERISTICS: URBAN	WEATHER: PARTIALLY CLOUDY; 50 DEGREES	MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC
PERFORMERS 340	VARIOUS ARTISTS				•	JOE BANKER	(H0ST)		
:									
PROGRAM TYPE N 335	N/A				• • •	TRAFFIC;	FIIVANCE		
:									
PROGRAM TYPE 1 330	10P 40				:	TALK	RADIO		
STATION 325	WPAX				•	WTKU			
TIME 320	1930					1900			
	301				33	8			
	STATION PROGRAM PROGRAM PROGRAM PROGRAM PROGRAM SALE TYPE N TYPE N SALE OBSERVATIONS 330 345	TIME STATION PROGRAM PROGRAM PROGRAM OBSERVATIONS OBSERVA	TIME STATION PROGRAM - PRO	TIME STATION PROGRAM PROGRAM PROGRAM PREFORMERS ENVIRONMENTAL TYPE I TYPE I TYPE N 340 OBSERVATIONS 345 345 345 345 345 345 345 345 345 345	1930 WPAX TOP 40 N/A VARIOUS COUNTY N/A VARIOUS COUNTY LOCATION(S): WEATHER: CLEAR; SUNNY MOVEMENT TIME STATION PROGRAM STATISTS OBSERVATIONS 336 337 OBSERVATIONS COUNTY CHARACTERISTICS: 55 MPH MOVEMENT	TIME STATION PROGRAM TYPE TYPE STATION PROGRAM TYPE TYPE STATION STATION	TIME STATION PROGRAM STATION PROGRAM STATION TYPE 1 TYPE 1 TYPE N STATION STATION	TIME STATION PROGRAM TYPE 1 TYPE 2 340 OBSERVATIONS 345 3	1930 WPAX 10P 40 N/A VARIOUS COUNTY

FIG. 3A

MPLES) <u>300-2</u>	CLASS 350	NEG	•	NEG
	ENVIRONMENTAL OBSERVATIONS 345	LOCATION(S): WESTCHESTER COUNTY LOCATION CHARACTERISTICS: SUBURBAN; RURAL WEATHER: CLEAR; SUNNY MOVEMENT CHARACTERISTICS: 55 MPH		LOCATION(S): NEW YORK CITY LOCATION CHARACTERISTICS: URBAN WEATHER: PARTIALLY CLOUDY; 50 DEGREES MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC
	PERFORMERS 340	FAITH RHYMES, TIM GARTH	:	JANE MUSIC (HOST)
TTIVE EX	:			·
LISTENING HISTORY (NEGATIVE EXAMPLES) 300-2	PROGRAM TYPE N 335	NASHVILLE		TRAFFIC; WEATHER
ISTENII				
	PROGRAM TYPE 1 330	COUNTRY	•	CLASSICAL
	STATION <u>325</u>	WCTR	:	WPJL
	320 320	0530	:	1400
		305	300	307
		···		

FIG. 3B

USER PROFILE 360	RECOMMENDATION 390	POS [98.5%]	POS [96.5%]	NEUTRAL	NEG [100.0%]
	CONDITIONS 385	TIME > 1830 & TIME <= 1930 & PROGRAM TYPE = TALK RADIO & LOCATION CHARACTERISTICS = URBAN	TIME > 1430 & PROGRAM TYPE = TOP 40 & WEATHER = SUNNY	TIME > 600 & MOVEMENT CHARACTERISTICS = AVG SPEED > 45 MPH	DEFAULT
	RULE IDENTIFIER 380	RULE 1	RULE 2	RULE 3	RULEN
		371	372	373	374

HG. 30

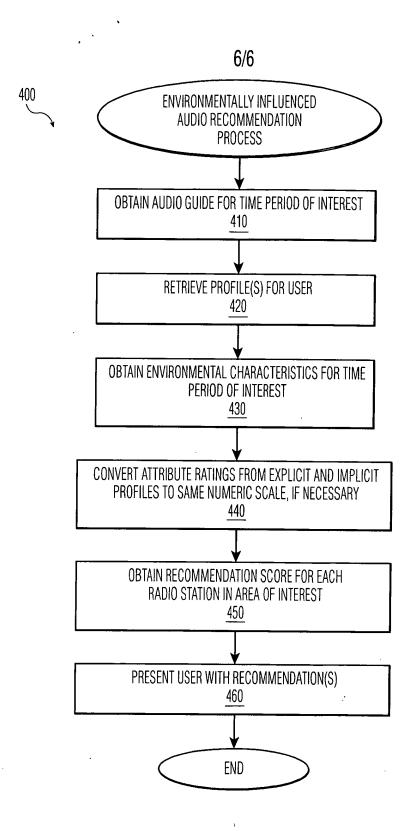


FIG. 4